

GO 1314 9 September 1974
Confidential Intelligence Course

Section 4 Part C

HCO POLICY LETTER OF 14 NOVEMBER 1971

Guardian
Offices
Confidential . . . C O N F I D E N T I A L

HCO PL - FALSE REPORT CORRECTION

Handling False Reports with
Media and Public Officials

A great deal of all Gdn Office PRO time in the past has been devoted to prevention and handling of False Reports. The enemy spreads his false reports by disinformation techniques whereby an item is printed, say in a newspaper in one country, and is then quoted as authority in the media of another country, and it is then quoted by some dupe or enemy in a Government, and winds up as an 'everybody knows' in a book.

Prevention:

A major factor in the prevention of the printing of entheta stories is the availability of a spokesman. The PRO should always be available when a comment or interview is required. This gives two advantages to the Guardian Office:

(1) By quick action, exposure of lies and willingness to communicate, the story can be blocked. For instance, the Daily Mail dropped a story of a man who said we had busted up his family when we pointed out that this broken hearted husband had sexually interfered with his two young daughters. Back in 1968 the story was wiped from the front page and never did appear. Prevention is better than cure in such cases.

(2) When the media know that a spokesman is always available they tend to ask for comment, either because of ethics or the law or because it makes a better story, depending on the country. Sometimes the fact that PR is contacted is the first indication that there is something bad brewing, and by passing data to Legal a combined operation can enable Legal in the UK and in other countries to obtain an injunction or some such, to prevent publication. For example, a book published by some idiot, called the "Mind Fusner," contained a great deal of a Declared SP's justifications. The first indication we had that publication was to take place was when a Television studio asked for an interview with a Scientology spokesman and the author. PR went along to do the interview while Legal obtained an injunction which prevented publication and the programme.

Strategy:

The Founder has stated elsewhere that we treat every skirmish like a war. PR never permits entheta to go by default, and never dismisses it as beneath his contempt.

Newspapers:

When an entheta story with false reports has been published it must be handled fast by telephone call, by personal visit, and always by letter confirming. The PR

needs documentation which refutes, and he needs it available to show or to give to the media. In the UK, So. Africa and elsewhere, it has been found that the game is best played as a duet between PR and Legal, who liaise at all times. In terms of the war, the aim is to get the reporter fired and discredited. It is an obliteration tactic. For example, in 1970 when the Sunday Times published its third entheta article by Alex Mitchell, Legal played a hard line, and PR played the part of a more reasonable peace maker until we had obtained the retraction and a legal settlement with the Sunday Times. As soon as this was obtained we published a booklet, mimeo'd, inexpensive, of the correspondence and false reports, which was sent to all UK press, the Press Council, the National Union of Journalists and individual reporters that we knew. The booklet ended with a plea for reform and a clean up in ethical standards. The result was that Alex Mitchell, the reporter in question was shortly after no longer on the staff of the Sunday Times, and the last we heard is a 'stringer' for a TV News programme, which is about as low as you can get in journalism.

We endeavor to hit as many directions as possible. For example, based on actual fact - A reporter in Holland was conducting a one man crusade against Scientology in his newspaper. These articles were then filed by various government departments under Scientology, in this case in the Police, the Ministry of the Interior and the Ministry of Health. Data was provided by Bureau 4 which indicated that the area was being muddled up and was likely to get hotter. PR handled by (1) having formal complaints made by a local Scientology org on the conduct of the reporter to (a) his newspaper, (b) the Press Council, (c) the Police, (d) the Ministry of Health and (e) the Ministry of the Interior, with full documentation as to the lies he told and actions which he had taken, including threats and attempted blackmail. At the same time a personal visit was made to the Ministry of Health and a full submission presented giving six or seven pounds weight of PR data from the Church of Scientology on itself, its social reforms, its view on psychiatry etc. This data was indexed and bound, so that it looked something of value. Visits were made to the other Ministries and false report correction packs were left with them, and the fact that full submissions had been left with the Ministry of Health made known to them with an instruction that if they needed information the Ministry of Health would be able to supply it. At the time of writing, some 2 month after the event, it appears that the Press Council are investigating the reporter, his 'friends' are deserting him, and the stomach has gone out of his crusade.

Attitude:

The attitude of Scientology PR in all forms of communication, especially in personal interview with officials, bureaucrats or members of government or media, is very important. One must always be at least the terminal of comparable magnitude. This will involve a change of attitude to suit the terminal; for instance, the young reporter from the local newspaper may well be nervous of you, and once attitude is friendly and co-operative but senior as befits the representative of a worldwide, rich and powerful body, unspoiled by success.

The attitude would be not the name to the hardboiled, sear reporter in a newspaper interview room in a big city. He "knows" that his rich, powerful paper will take care of him and any libel suit, so within his terms of reference one's attitude is as a representative of something bigger and more powerful. You don't always have to show your muscle, but you make it clear you have got muscle.

In dealing with Government representatives one is respectful, but as between equals. See HCO PL "Manners".

Different Countries, different practices:

In the U.S. there is a traditional separation between Church and State; and PR in the US has found that, as a result of the broad acceptance of the religious status of Scientology, it is dealt with by religious editors and reporters. This is not true say, in the UK, where there is an established Church. The PR technology was developed differently in the US to the UK. In the UK the tradition is by Government Information Services, State owned or State controlled radio and TV, and Information Services which are run by Government, starting in the times of Elizabeth Tudor. In America PR has a commercial background. Government PR tends to be advised and staffed by people who began in the media or Madison Avenue.

There is in the US, perhaps because of this different development, the doctrine of equal space which does not exist elsewhere. Laws of libel and other legal practices are different in various countries, and therefore the techniques may vary but the purpose remains constant, and no matter what the legal or traditional set up may be, PR never permits unethical publications on Scientology to pass without prevention or correction.

Ethics presence:

I once knew a PRO who thought that to get in ethics presence he had to cave in any reporter or writer who walked into his office. He did this on "everybody", and when the going looked as though it was going to get rough, he rabbitied.

One obtains ethics presence by attitude and having ethics presence. How does one obtain ethics presence? By doing whatever is necessary to obtain it. When under heavy attack or when dealing with an out and out SP, one may have to raise one's voice or thump a table or throw a chair out of the ground floor window, but in normal circumstances you will find that as a representative of the most powerful religious philosophy on Earth you already have it. In which case one just does what is necessary to retain ethics presence. Remember, you are the representative of Scientology, and your power, ethics presence and authority stems on source from that. Should the Guardian Office PR lose sight of this and assign source to his own identity or talent he is on a slippery, downward slope.

False reports are corrected by true facts. You do whatever you have to do to get the true facts communicated and published. Documentation is the biggest aid in doing this. Communicating corrections obtained from other media helps build ethics presence and makes for a careful press and media.

The US PR Bureau has developed its technology to suit conditions in the US. Artie Maren, DG.PR.US has written it up as follows:

EQUAL SPACE

Public Relations is a game and like any game it is composed of freedoms, barriers and purposes. In Scientology PR freedoms consist of using Scientology technology and having the ability to handle others. Barriers might be old false reports, fixed viewpoints, third partying, SPs, etc. In the case of an unsatisfactory article published on Scientology, the purpose would be to secure equal space in that media to present our viewpoints and an accurate view of Scientology. As one takes more responsibility for Scientology and for the media he will become pan-determined as a PR and so will be able to cause a better game.

Research and experience has shown that there are various factors which contribute to successfully obtaining equal space in media.

The major factors are:

- (1) Speed of handling
- (2) Duplication of the nature of the media one is approaching
- (3) Personal, live communication
- (4) Full documentation and correction of facts in previous article
- (5) Correct tone level evaluation and handling of media terminals
- (6) Previous theta articles on Scientology
- (7) Intention

SPEED

A bad article must be handled immediately upon receipt. The speed with which a PR handles such an article is an indication as to how important he feels it is. It is hard to convey to an editor that one is really upset about the false reports in an article if he has comm lagged for weeks since the article was published. The other factor to consider regarding speed is the comm cycle. The comm cycle is the "trademark" of a Scientologist and, per HCO PL Manners, the PR should be quick to complete comm cycles. An article out, whether good or bad, is a communication which should be acknowledged. A rule which governs PR work is "The speed of particle flow alone determines Power."

Media is commercial in most cases and only survives because it interests its readers, listeners and viewers, and therefore can sell advertising. The way most media creates interest is by including the story points as listed in HCO PL Scientology Five Press Policy. The media may not be "out to get Scientology" but instead may have very little reality on Scientology with little else to go on than a morgue file "memory bank" of old press clippings which contain many false reports.

In order to approach the press with reality the PR should study the newspaper, magazine, TV or Radio show in question to determine its affinity (emotion level on the tone scale), reality and communication level. One would approach an art magazine for example differently from the city desk of the Daily News.

LIVE COMMUNICATION

As per the axioms, live comm is as valuable to a PR as it is to an auditor. Many media terminals have never met a live Scientologist and a PR who is a well trained Scientologist can have the effect of a walking false report correction. A terminal may be antagonistic to Scientology based upon false reports but when confronted by a Scientologist using the Manners policy and tone scale handling well in the common up tone and, as has happened in many cases, begins to see old enthrone press as an outpoint.

ARC with the media terminal is the best guarantee of equal space and friendly future relations with media. In order to get the production of equal space article the PR must handle through communication the human emotion and reaction of the media terminal.

FALSE REPORT CORRECTION

As a standard action the PR prepares a typewritten correction and documentation of false reports contained in the previous article or show. This generally done in Item-Fact form. Example:

ITEM: Scientology claims to have "ministers".

FACT: The Church of Scientology has nearly 3000 ordained ministers in the US. Most of these ministers are licensed or registered by the state in which they live. Scientology ministers routinely perform services traditionally administered by the clergy such as weddings, christenings, funerals, marriage counseling and pastoral counseling. "SEE DOCUMENTS ATTACHED" and you enclose the documents which prove."

TONE LEVEL EVALUATION

Proper tone level evaluation, per the Hubbard Chart of Human Evaluation, and HCOB Obnoxia and the Tone Scale, of media terminals is very important. The PR should practice tone level evaluation and handling on those around him until it comes naturally. Tone level evaluation and handling applies not only to verbal comm but to letter correspondence, a PR's mock up (conservative tie, colorful tie, etc.) and other areas of PR.

THETA PRESS

A packet of theta press on Scientology (reprints) is helpful as it establishes that we are getting good exposure in media. It also serves, in sufficient volume, to create a bandwagon effect. In the past enthrone press has generated other bad articles; theta press, it has been found, will generate more good articles. It is important to get theta articles reprinted and sent to media terminals as a standard

action. The idea we want to create is that it is old hat to write "sensational" articles on Scientology and the new wave of press is really telling the public what Scientology is all about and just why it is growing at such a terrific rate. What the PR is really doing is handling a flow and channeling it in the direction he wishes.

INTENTION

The PR wants equal space, not a retraction of a letter to the editor. Persistence without Q and A and using 1-6 above will ensure this result. It may be necessary to bypass a certain reporter or editor in the case of an SP, so the PR should know PTS/SP tech so he can differentiate a real SP from someone who has been given false data on Scientology and can be handled.

There is no reason why equal space cannot be given. Generally, if a PR interview does not yield that product, legal can be used to further pressure for equal space.

GETTING AGREEMENT

Once the PR has gotten the agreement of the media terminal that the previous article was inaccurate or misleading, it is up to the PR to initiate a proposal to remedy the situation. The idea is not that we want them to specifically correct the false reports as in a false report correction. We want an article. In the case of TV or Radio in the US, the Fairness Doctrine covers equal media time and this should be easy to get. The PR might suggest a feature on Scientology by the religion writer of the paper/magazine. He might also suggest that we supply an article written by someone appropriate to that media on Scientology.

Example: Science Digest prints a bad story on Scientology. We propose an article on electronic phenomena of the human being by a physics professor/Scientologist.

Example: Marine Corps Gazette comes out with a bad story on Scientology. We propose an equal space article by a retired Lt. Col. USMC who is a Scientologist on the subject of leadership.

It will be found that a new article will be easier to sell the media terminal on and will be of more interest to readers and will serve to cancel out the previous bad articles. The PR will find it easier not to make the media wrong, but to find a way to let the media terminal be right. (see HCOB, You Can Be Right).

RESULT

When the above points are applied: (A) The media terminal is favorably disposed to the PR because of his comely cycle, manners and correct tone scale handling; (B) He sees the validity in the presentation of false facts in previous articles; (C) He is given an opportunity to correct the situation without admitting error in print and at the same time make up happy and increase his sales.

None of the above cancels the handling of SFs or enemy connected media, but should serve as a valuable guide toward obtaining equal space in any non-infiltrated area of media.

Summary

Never let enthsata pass unhandled. Prevention is better than cure. Handle fast, handle with live communication. handle with documentation, use PR technology including tone scale evaluation. Liaise with your senior and the other bureaux. Maintain etnics presence and see the matter through to a completion including the discrediting of the attacker.

DG PRO WW

for

The Guardian WW

for

The Controller

for

L. RON HUBBARD
FOUNDER

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12 January 1972

All Guardian Offices

C O N F I D E N T I A LBLACK PROPAGANDA

Black Propaganda is a covert communication of false data intended to injure, impede, or destroy the activity or life of another person, group or nation, usually issued from a false or removed source from the actual instigator.

It is used heavily in "psychological warfare".

It is a specialized technology of its own.

It relies chiefly on the technique of "classification" of another or a group or a nation as undesirable or evil.

It has many counter weapons and is itself essentially fragile because it is false.

Dianetics, Scientology and myself for a very long time have been subjected to a very standard Black Propaganda campaign instigated by trained persons, the AMA in the U.S., the British Psychological Association in Australia, the National Association of Mental Health in England and Internationally.

What is being attempted by black propagandists is to classify us firmly in the public mind by constant repetition of certain words like "cult". The more we let such propagandists do this, the more chance we give them, the more opportunity they have.

A black artist has to be carefully trained to do this. and I am suddenly quite interested in such fellows. It isn't just "the way things are written". Such are well trained intelligence pros in the field of psychological warfare.

Psychiatry today advises advertising and propaganda and designed of course this campaign we have experienced.

The subject is even touched on by Szasz as a psychiatric technique in his book "Ideology and Insanity", page 49, Chapter 4, page 53 Section IV, Page 87 Section IX and his whole article "Psychiatric Classification as Personal Restraint" page 180 of the same book. Of these the Page 53 Article IV is the most interesting in application to this subject of Classification.

"Classification is a social act. The Classification of individuals or groups entails the participation of at least three different types of persons: Classifier, Classified, and a public called upon to accept or reject a particular classification.

While Szasz is not using it as it applies to psychological warfare (black propaganda) or advertising it is nevertheless a key point in psychiatric planning of any campaign.

The AMA counts on this utterly.

So this is their one trick.

To cancel an enemy's chief weapon is in itself a part of victory.

To cease to be the effect of classification and become in our turn the cause of it, the classifier, is to win the propaganda game.

Our propaganda is dirty but it is not black because it is true. Black propaganda is essentially false.

We can do this trick (as in the new operating plans I wrote) by survey and attack. As what is attacked is already popularly evil we become re-classified as attackers and the enemy as bad hats as they're for the evil if they attack us.

We won't be running a black campaign as we deal in truth.

Black campaigns ARC break people since they depend on false reports and are thus out-R. Hence your dead agent actions work.

We just run propaganda campaigns.

The objective is to be identified as attackers of popularly considered evils. This de-classifies us from former labels. It re-classifies our attackers as evil people. Which they are.

In the book "Black Boomerang" by Sefton Delmer (1962) published by Secker and Warburg, London, Delmer gives various formulas of black propaganda used in WW II. They used intelligence to get enough facts to run a convincing but fake "German radio station" from England.

Since WW II psychiatry has moved its techniques into advertising and propaganda and the think of these is in the Szasz reference above.

So we

- (1) Seek to avoid opportunities for the enemy to classify us;
- (2) Contest or expose any previous classification as false (dead agency etc.)
- (3) Engage in a series of campaigns which confuse past classification.
- (4) Achieve for ourselves a dominance in classifying ourselves and others.

Out of this strategic planning can come operating policies and campaigns.

LRH.

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HCO POLICY LETTER OF 11 MAY 1971.

ISSUE III

Reimemo

PR Series 7

BLACK PR

About the most involved employment of PR is its covert use in destroying the reputé of individuals and groups.

More correctly this is technically called BLACK PROPAGANDA.

Basically it is an intelligence technique.

It can be a serious error to cross Intelligence and PR.

These are two different fields. They have two distinctly different technologies.

A PR man must also know something of intelligence technology. Otherwise one day he will be left gaping.

Intelligence is intelligence. PR is PR.

When you gather information by intelligence procedures and at once employ it for PR, the result is likely to be poor.

It is not that it isn't done. It's that it isn't very effective. Also it is an act of desperation.

PR IS OVERT.

INTELLIGENCE IS COVERT.

PR is at its best when it begins and ends overtly.

Intelligence is best when it begins and ends covertly.

PR with an open demand by known authors, a demonstration, a conference is normal PR.

Intelligence trembles on the edge of PR when filched data explodes a storm in the public. It recoils when the authors are then known.

Black Propaganda is in its technical accuracy, a covert operation where unknown authors publicly affect a derogatory reaction and then remain unknown.

The effect of Black Propaganda is largely wiped out by "Oh, it was the Germans who set them up."

So PR enters intelligence in this way: One finds who set up the Black Propaganda and explodes that into public view.

This use of PR is almost that of an auditor to the group. One is disclosing hidden sources of aberration.

To use intelligence to find where they hid the body and then flip over into wide publicity is not very powerful in actual practice. There better be a body there and one better tell the police not the public.

If there are no effective police, then one has the problem of police action. Exploding it to the public ideally is an effort to make the public a vigilante committee. Modern publics seldom rise this high. Educated publics seldom explode to the explosion.

A PR man who thinks taking Elitz & Company's crimes to the public is really just dreaming hopefully - without foundation! It may or may not hurt Elitz. It might recoil. The ability of the public to stand around and look stupidly at a dripping handed murderer without doing a thing about it is a symptom of our civilization. They ought to act. They don't. You can form an opinion amongst them but governing bodies won't consult it.

Exposure is not an effective road to action. It can be to opinion. It is slow.

Then what is effective?

INTELLIGENCE

By definition Intelligence is covert. Under cover. If it is kept so all the way it is effective.

When Intelligence surfaces it becomes very ineffective.

Threat and mystery are a lot of the power of intelligence. Publicity blows it.

Take the Red Orchestra, World War II, Stalingrad Campaign. In Berlin Schultz-Boysen and other highly placed Russian agents got the whole German plan of the battle that was to Stalingrad. Brilliant and covert intelligence. They passed it to the Russians. Brilliant and covert comm. The boss at Centre in Moscow put the ring's names and addresses in a code radio message. The Germans of course broke the code. The Germans rounded them up and messily executed them on meat-hooks. The Germans had no other battle plans but contemplated not attacking Stalingrad that way. This put the whole coup at risk. Then the Germans did use the plans the Russians knew and that was the beginning of the end of WW II.

So TWO exposures threatened the success of this intelligence coup. One was the stupid radio message. The other was the realization the Russians had the battle plans.

Exposure is the basic threat of intelligence.

PR is the willful broadcast of information.

The two don't mix well.

BLACK PROPAGANDA

Possibly used since the morning pale of history, Black Propaganda was developed by the British and German services in World War I into a fine art.

The word "propaganda" means putting out slanted information to populations.

One propagandizes the enemy population or one's own or neutrals.

In popular interpretation it is a parade of lies or half truths or exaggerations.

PR and advertising technology and mass news media are employed as well as word of mouth and posters.

The trouble with it is that it can often be disproven, discrediting the utterers of it.

It may serve the moment but after a war it leaves a very bad taste.

If one is engaging on a campaign of this nature, its success depends on sticking to the truth and being able to document it.

The entire black propaganda campaign conducted for 21 years against Scientology began to fold up in its 16th year because never at any time did its instigators (a) have any factual adverse data or (b) tell the truth.

The Scientology movement continued if only by heroic means and much sacrifice.

But at last nobody of any note believed the propaganda.

The attackers pulled in on themselves a counter attack based on penetrating horrible documented truth.

It required intelligence like tactics to discover who it was exactly.

The "dead agent caper" was used to disprove the lies. This consisted of counter-documenting any area where the lies were circulated. The lie "they were _____" is countered by a document showing "they were not." This causes the source of the lie and any other statements from that source to be discarded.

That real trouble and damage was caused Scientology is not to be discounted. The brilliance of the defense was fantastic. The depth and inroads the propagandists reached was alarming. BUT THEY DIDN'T MAKE IT.

Some Black Propaganda campaigns have won in other areas, not Scientology.

The British got the US into World War I with Black Propaganda, despite a president elected on a peace platform.

Many individuals have been destroyed by Black Propaganda. Wilhelm Reich was by the lies and violence of the FDA.

So Black Propaganda is not a certain result technology. It is costly. It makes fantastic trouble.

Essentially it is NOT a PR campaign. It is a cross between PR and intelligence.

The technique is:

A hidden source injects lies and derogatory data into public view.

Since it is a hidden source, it requires an intelligence approach to successfully end it.

In the meanwhile the "dead agent caper" is the best tool to counter it.

Legal action can restrain such a campaign but is chancy unless one knows the source or at least has counter-documents. It is risky solely because "law" is unpredictable. However legal action has a definite role in restraining, not in ending such a campaign.

A good policy when faced with a Black Propaganda campaign is to defend as best you can (dead agent and legal restraints) while you find out (intelligence) WHO is doing it. Then, confrontation can occur. Finding and suing false whos can make things much more involved.

Black Propaganda counter-campaigns are inevitable. One engages upon them whether he would or no. These are engaged on while one narrows down the area to an exact WHO. For instance one knows the whatsits are attacking one. Thus he can counter-attack the whatsits. But what are the whatsits exactly? and to whom are they connected? and exactly WHO, an individual always, is keeping it going? These last three have to be answered eventually. And that requires an intelligence type search.

THE CROSS

So there is where Intelligence and PR cross.

When PR goes into Black Propaganda (hidden source using lies and defamation to destroy) it has crossed intelligence with publicity. They don't mix well.

The action is risky to engage upon as it may run into an ex-intelligence officer or trained intelligence personnel. It may also run into a dead agent caper or legal restraint.

Anyone engaging in Black Propaganda is either using a wrong way to right or wrong or confessing he can't make it in open competition.

PROTEST PR

Outright Protest PR, based on facts is a legitimate method of attempting to right wrongs.

It has to be kept overt. It has to be true.

Protest PR can include demonstrations hard news stories and any PR mechanism.

Minorities have learned that only Protest PR can get attention from politicians or lofty institutions or negligent or arrogant bosses.

Where Protest PR is felt to be a necessity, neglect has already occurred on the issues.

The riots of Panama some years ago were very violent, verging on open war. This followed the negligence of the US in negotiating new treaties, a matter arranged for long ago and arrogantly skipped for several years by the US.

The slaves were freed in 1864 but were either misused or neglected for the next century and finally became a key racial problem full of demonstrations and riots and social unrest. Imperfect redress of wrongs following these then continued the riots. This is probably the biggest PR mess of the last century and a half wobbling this way and that. It is still in the stage of Protest PR, possibly because it went so very, very long unhanded.

The only real recourse these people had was Protest PR. Recently, black Congressmen were refused audience by the President and had to stage a demonstration before it was granted. But Protest PR did obtain an audience.

The silliest idea of modern times is conscription. Drafted soldiers might possibly be excused as a levee en masse but not as the habit of government in peace and war just to overcome their lack of ability to make the country worth fighting for and the armed services a stable attractive career. This is all the more foolish since hardly anyone in history ever had any trouble recruiting an army that could pay for one. Even Gibbon remarks on it as an amazingly easy thing to do in any civilization. And that is true today.

So Conscription is continued. Facing every young man with an arbitrary military future was a bad thing. Napoleon invented it and he lost.

Protest PR was the answer used to contest it. Met by force and violence, it has not halted.

Somebody will have to give the country a nobler cause more decently prosecuted, will have to better the services and conditions and will have to admit men without demanding their right names or perfect physique and make them immune to recall for civil offenses. Probably that army would fight well. Conscript services are too expensive, too inefficient and too ready to revolt for any sane government to use them. But here this unhanded wrong has to resort to Protest PR.

So Protest PR has its place. It is a fine art. It is the subject of fantastic skill and tech.

It is not good. But it does work and it is used as a last resort when normal hearings and good sense fail.

When money and force lead and opinion leaders are unheeded, when special privilege enters management or government, Protest PR, the strike, the demonstration, is the tool employed.

If that doesn't work, or if it is crushed, subversive actions, general intelligence actions, Black Propaganda and other evils occur.

PR used soon enough can avert much of these consequences.

But there are always two in any fight and the other side may not want to live and so set themselves up.

Intelligent early PR is the best remedy. But it is not always possible.

L. RON HUBBARD
FOUNDER

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Remimeo HCO POLICY LETTER OF 21 NOVEMBER 1972
All PR Packs ISSUE I

PR Series 18

HOW TO HANDLE BLACK PROPAGANDA

RUMORS AND WHISPERING
CAMPAIGNS

"Black propaganda" (Black = bad or derogatory, propaganda = pushing out statements or ideas) is the term used to destroy reputation or public belief in persons, companies or nations.

It is a common tool of agencies who are seeking to destroy real or fancied enemies or seek dominance in some field.

The technique seeks to bring a reputation so low that the person, company or nation is denied any rights whatever by "general agreement". It is then possible to destroy the person, company or nation with a minor attack if the Black Propaganda itself has not already accomplished this.

Vicious and lying gossip by old women was the earlier form of this tactic and was so bad that some areas put them in public stocks (neck yokes) or drove them out of town.

In modern times there is no such check on Black Propaganda. Difficulties and costs of libel and slander suits, abuse of press privilege, lays anyone open to such a campaign.

All one needs is an enemy. And there are few men in history who have been without enemies.

There are random individuals in the society who do not understand very much. This is expressed as a sort of malicious glee about things. Such pass on slanderous rumors very easily. In an illiterate society such people abound. Since they cannot read, the bulk of knowledge is denied to them. Since they do not know very many words much of what is said to them is not understood.

This is not isolated to the illiterate only.

What they do not understand they substitute for with imaginary things.

Thus such persons not only listen to slander but also corrupt and twist even it.

Thus a rumor can go through a society that has no basis in truth.

When numbers of such rumors exist and are persistent, one suspects a "Whispering Campaign". This is not because people whisper these things but because like an evil wind it seems to have no source.

Black Propaganda makes use of such a willingness to pass on and amplify falsehoods.

Much Black Propaganda is of course more bold and appears blatantly irresponsible (or covertly controlled) newspapers and radio and television.

But even after a bad press story has appeared or a bad radio or TV broadcast has been given, the "Whispering Campaign" is counted upon by Black Propagandists to carry the slander through the society.

Thus any person, any being is at risk.

No person, company or nation has totally clean hands. That is left to the Saints. In childhood one stole a few apples, broke a window or two, dented a fender, went joy riding in a "borrowed" vehicle or took pennies or candy bars that weren't his own.

Childhood is quite lawless and the teenage period is often a revolt against the closer and closer fitting straightjacket of "proper social conduct". One marries the wrong spouse or goes astray with another in some incautious moment, or commits various large and small sins of which society disapproves.

Any of these things tend to make one vulnerable to attack, upon his past or reputation.

A person comes to fear bad things being said about him. In the face of a Whispering Campaign real or imagined one tends to withdraw, tends to become less active and reach less.

This is equally true of companies and even nations.

Thus, unless one knows how to handle such an attack, one can in fact be made quite miserable and ill.

THE ATTACKER

The world is full of madmen.

The basic characteristic of extreme madness is perpetual attack, attacks on anything, attacks on persons or things which contain no menace.

Extreme, not petty, crime is at the root of such an impulse.

The attacker has an evil purpose in life. He is a thing of death, not life. And his harvest is a death harvest.

Such a person feels he cannot be safe unless everything else is dead.

His evil purpose takes many forms and expressions. The end product is the same -- death.

Where an attacker has gone too far he is himself then attacked. Long bitter quarrels and national wars are alike the to and fro exchange of violence.

Where an attacker lacks the physical means of destroying others and where his own purpose would fail if disclosed, the attacks become covert.

He uses word of mouth, press media, any communication channel to spit his venom. He hides himself as the source, he makes the verbal attack seem logical or real or proven.

He counts on the utterances being picked up or distorted and passed on by the more base people in the society.

This is Black Propaganda. It is intended to reduce a real or imagined enemy, hurt his income and deny him friends and support.

Companies or associations do this to competitors. The American Medical Association maintains its multi-billion dollar monopoly over sickness by continuing a long, well financed black propaganda campaign against anyone it thinks might threaten their income. The head of their "Department of Investigation" (as they call their Black Propaganda department) once said they just kept it up and kept it up against any rival and one day WHAM! They use press releases, their own members, paid ads, displays, government connections and speakers, any channel, to release endless streams of imaginary tales against any imaginary rival. While this does bring them government support it has brought them deep hatred not only from rivals but the public at large.

They get back what they put out. They were once wealthy. They are no longer. Their members dislike them and increasingly doctors belong only to state medical societies, not the AMA. The individual doctor most often has good public relations. His main society benefits from this and betrays it. One day, no AMA. WHAM!

So Black Propaganda is not something one lightly instigates. For it recoils on the person who uses it.

Let us see how it recoils.

Too much venom put out stains one with venom.

Too much Black Propaganda gets attacks in return.

Black Propaganda is essentially a fabric of lies. The AMA simply imagines stories to put out or have put out.

Sooner or later such stories are found not to be true. ONE false story can destroy the credit of the teller. Now who listens?

Thus a Black Propaganda campaign is vulnerable. The attacker sooner or later is attacked -- often by many.

But those who have to counter such a campaign need the technology of how it is handled.

ANY NEWS

There is a natural law at work that unfortunately favors Black Propaganda.

WHERE THERE IS NO DATA AVAILABLE PEOPLE WILL INVENT IT.

This is the Law of the Omitted Data.

A vacuum tends to fill itself. Old philosophers said that "nature abhors a vacuum". Actually the surrounding pressure flows into an area of no pressure.

It is this way with a person, company or nation.

Hit by lies the person tends to withdraw. This already tends to pull things in.

The person does not then wish to put out data. He becomes to some degree a mystery.

To fill that mystery people will invent data.

This is true of persons, companies or nations.

This is where public relations is a necessity.

Essentially Public Relations is the art of making good works well known.

It is a fatal error to think good works speak for themselves. They do not. They must be publicized.

Essentially this is what public relations is. And this is why it is -- to fill that vacuum of omitted data.

In the midst of a Black Propaganda Campaign one is denied normal communication channels. The press media along which the campaign is being conducted will not run favorable comment. One is mad if he thinks it will as it is serving other masters that mean to destroy the reputé of the Target.

"Authoritative" utterances push plain truth out of sight.

Thus public relations people have to be very expert in their technology when they confront Black Propaganda.

THE TECH

When one is not fighting a battle against Black Propaganda, public relations is easy.

One hires a reporter who gets to work thinking up ideas and turning out releases. That's why reporters are often thought of as Public Relations people which they are not.

In the face of a Black Propaganda Campaign, such releases are twisted, refused and that is the end of it.

There is far more to the art than this.

These are some of the rules that apply.

1. Fill the vacuum of omitted data with factual data.
2. Prove all false utterances heard are lies.
3. Discredit every rumor encountered.
4. Handle the interest level with any utterance.
5. Carefully study out the scene until the exact source is located.
6. Use the knowledge of source to impede or destroy the source of Black Propaganda by non-criminal means.
7. Continue to fill the vacuum of no data with good data using any channels available.

Each one of these points could well take a book. But understanding them and using one's initiative one can fill in a lot of the tech himself.

The variations of each one are endless.

APPLICATION

1. Fill the Vacuum.

First of all, cease to withdraw. It is proven conclusively that in public relations handling of black propaganda, only outflow pays off. Saying nothing may be noble in a character but it is fatal in public relations. Yet even "experts" advise it (when they are doing their clients in).

Blunt denial is crude and can be used against one as a sort of confirmation.

You don't have to announce or spread a flap and never should. PR men often make the flap.

But don't interpret this as "silence is necessary". Get in a safe place and speak up.

Use any channel to speak up. But don't seek channels that will corrupt what you say in repeating it.

Don't stay on the same subject that you are being attacked on.

An example of speaking up without denying and thus confirming might be:

STATEMENT: "I read your company went broke last month."

REBUTTAL: "My God, You're telling me! If we hadn't got out of that contract we really would have gone broke. There was a hell of a row in the board room. But McInty won. Scotch to the core. He said, 'I won't sign it!' Like to have tore the president's head off. Hell of a row. Seems like we got 80 million buried somewhere and McInty is in charge of it and he won't move an inch on it."

The Interrogator's conclusion is you're not broke. He's got data. The vacuum is filled with a story of board rows and 80 million mysterious reserves.

2. Disprove False Data.

The technique of proving utterances false is called "DEAD AGENTING". It's in the first book of Chinese espionage. When the enemy agent gives false data, those who believed him but now find it false kill him -- or at least cease to believe him.

So the PR slang for it is "Dead Agenting".

This consists of disproving utterly the false statement with documents or demonstration or display.

One has to have a kit (a collection of documents) or the ability to demonstrate or something to display.

STATEMENT: "I've been told you are in trouble with Income Tax people."

REBUTTAL: "Here's a document of fully paid taxes and a letter of commendation from the tax authorities." Displays some.

Result? Whoever told him that is now dead with him as an accurate informer.

The best way to dead agent is when the person makes some disprovable statement, find WHO to fix his mind on it and then produce the rebuttal.

STATEMENT: "I hear you aren't married to the man you're living with."

REBUTTAL: "WHO told you that?"

STATER: "I forget."

REBUTTER: "Well you remember and I'll show you some proof."

STATER: "Well, it was a man...."

RUBUTTER: "WHO?"

STATLER: "Joe Schmo."

REBUTTER: "Okay. Here's my marriage certificate. Who's the Joe Schmo nut anyway?"

Now it's Joe Schmo who's the mystery. How come he lies? What's in it for him?

When one hasn't got the document but can get it one can say "You tell me the name of whoever said that and next time I see you I'll show you something very interesting about it."

And be sure to get the document and see him again.

Dead agenting has a billion variations. "It won't fly." Fly it. "Place is empty." Show him it's full.

The subject matter of Dead Agenting is PROOF in whatever form.

You only challenge statements you can prove are false and in any conversation let the rest slide.

EVERY FRIEND, EVERY OPINION LEADER, EVERY STAFF MEMBER YOU HAVE SHOULD BE SUPPLIED WITH A DEAD AGENT PACK CONTAINING PROOFS AGAINST COMMON RUMORS (AND BROCHURES AND COACHING TO FILL THE VACUUM).

3. Disprove Every Rumor.

Proving negatives is almost impossible. "How do I know you aren't a CIA man?" Well, how can one prove that? One can't whip out a KGB badge as that would be just as bad. No one ever wrote a document "Bill Till is not a member of the CIA." Useless. It is a denial. Who'd believe it?

Sometimes "You don't." works.

But the right answer to a negative (no proof) is a "fill the vacuum".

STATEMENT: "How do I know you're not a CIA man?"

REBUTTAL: "Christ, please don't insult me! The CIA tried to hire me once. Said they'd shoot me if I didn't join up. Cuba it was: I was a sugar salesman. And Batista was trying to..... etc., etc. See this scar on my leg? (Pulls up pants.) Batista cop shot me because he thought I was CIA. So don't bring up painful subjects. (Rubs scar.) (Laugh.)"

But once in a while you can prove a negative. Accused of drug smuggling one can show he's a member of the anti-drug league. The counter in a negative proof must be creditable.

A million million variations exist in dead agenting.

The basis of it is NOT to be the thing rumored and to be able to prove it fast.

4. Handle the Level.

Handling Interest Level is basically an exercise in the Tone Scale. (See Tone Scale Charts of Human Emotion.)

Agreement occurs at the same emotional tone level as the person making the statement. He buys his facts at that level.

To go half a tone up from his level is to command him within his zone of reality.

STATEMENT: "It's hopeless trying to believe in anyone. I thought you people were all right but now I hear you are all hippies. (In a dull apathy.)"

REBUTTAL: "Oh, oh, oh, who could have told you such a sad lie. (Sob.)"

STATER: "Wouldn't be any use to say."

REBUTTER: "(Sob.) But you've got to say. Oh, I feel so awful."

STATER: "Well he wouldn't care if I told. It's the local minister."

REBUTTER: "(Sob.) (Kleenex.) What an awful thing to say. Just because we found him dead drunk and took him home to sleep it off and he said if we ever told he'd say we're hippies."

STATER: "What a sad story. Oh, it's a bad world. How ungrateful."

You go half a tone up. Give him a story, on the subject or not. Like "(Sob) that's because we lost our instruments. We once were a band and this nightclub owner wouldn't pay us and we had to sleep in the barn (sob)...."

Another one.

STATEMENT: "I hear some bad things about you people. (Covert hostility.)"

REBUTTAL: "(Anger) Who would DARE say such things?"

Etc.

And story type can be matched in tone.

STATEMENT: "I hear those people stole some rowboats."

REBUTTAL: "Who said so?"

STATER: "The dock master's son."

REBUTTAL: "Oh, him. Gets things wrong. Our rowboat was stolen! With all the gear in it. We were out fishing and.....say, you don't suppose HE stole it do you? Did you ever hear of him stealing anything? Has he got a record?"

Well, this dock master's son will now "have a record" in the stater's tales. As theft is of interest to him, crime will also be.

5. Carefully Study Out the Scene.

The technology of finding who is shooting is very vast. But the core of it is FILING.

All PR is expensive in time or money or both. And nowhere is it more time consuming than in locating the source of a Black Propaganda Campaign.

But, to live at all, one has to engage in this search at some time or other.

One just keeps running down these tales until one locates the source.

There can be more than one apparent source and these can be handled. But they will at last lead to the real instigator.

One just keeps locating names and filing them, with dates.

At length one name file is very thick. That's your boy -- or association or company or nation.

6. Impede or Destroy.

As you have been dead agenting as you looked, the attacks get handled. The campaign ebbs and flows but actually lessens.

There are thousands of variations on finding the real WHO.

But essentially it is just looking, dead agenting, filing, looking on and on.

You are in this whole period, handling.

Once in a while it happens fast.

Now and then the Black Propagandist packs up and fades away before he is fully spotted. He becomes aware of the counter-action.

The usual action is a counter propaganda campaign based on truth.

It is a long to find and hard-learned fact that people who engage in Black Propaganda have big bursting crimes to hide.

They do not have little crimes. They have BIG ones.

One's own ability to confront evil may be too low to really grasp the Black Propagandist's crimes or believe they exist.

Such people are often SANCTIMONIOUS hypocrites. They are usually arrogant and will not parley (have conferences with a foe). They appear so terribly sure they are RIGHT that it fairly shakes one's confidence that they could ever do anything wrong.

Thus the Black Propagandist is not detectable as such in many cases. The lordly institution, the lofty society, the glittering country are far, far above such a nasty psychotic trick as a studied, financed, expertly run campaign of vicious lies.

Thus they are believed. Or their servants are believed. And their campaigns can be very effective.

But this makes them hard to suspect or detect. And it makes it hard to get anything bad about them believed.

But under all this are real crimes. Not stealing apples or pinching pennies as a child. Real crimes like extortion, blackmail, embezzlement and mass murder are sitting in their closets. Believe that. For in the course of your counter-attack you may despair of ever finding anything.

But you will find it.

A lofty railroad - but secretly murdering anyone who opposed their land grabs. A minister of high renown --- but a secret member of and taking orders from a murder mob. The biggest and "most respected" union leader in the country --- but a numbered agent of a foreign intelligence service dedicated to destroying the country's fuel capacity and defeating its president!

And each of these engaged in and never were suspected of Black Propaganda Campaigns that ruined many lives.

Bad guys tend to get rid of good guys. Sometimes for what they consider good reasons, sometimes for imagined reasons, sometimes because the bad guy just can't stand a decent bright person.

But there is no real truth in the bad guys always cause their own downfall. It may come, but it may be far too late to save the reputation or even life of the person being attacked by hidden campaigns.

Therefore it is vital to handle the matter. One can't just hope it will all go away. It won't. It will get disastrous to the degree that it is not handled.

The less handling, the more disastrous.

There is another hard won truth.

ONLY COUNTER-ATTACK HANDLES.

The fact is that just going on PRING oneself does not remove the effects of the campaign and all too soon one no longer has communication lines left in order to handle anything since reputation is so destroyed no one will listen and no lines remain.

One has to fill the vacuum of the counter propagandist's evil deeds. As these are never exposed to view there is a vacuum there.

Another strange thing is that press will print attacks. Maybe this will no longer be true in some enlightened age. But in this era, good attacks or fights between things will get print space.

But press is very far from the only channel of communication. Governments do believe the press and think it is public opinion. A newspaper can be a fortress of some Black Propagandist. But a people often believes little it reads.

There are opinion leaders, there are letters, there is word of mouth. These are also channels of communication and really far more powerful than the press.

There is also friendly press. But a friendly-talking reporter is often the most suspect. He was so nice in the interview, so vicious in his article.

Statements one makes can be curved. "She had a birthday party" becomes "The delinquents in her circle gathered yesterday for a sex orgy and pretended to the police it was a birthday party. No one was jailed."

The brand of Black Propaganda is very easy to see in writing twists.

So it takes time and work to reverse an attack because normal channels have to be reopened and reversed.

It is done by attacks.

But attacks which are not true earn suits. So one must attack only on proven ground.

This requires a lot of hard search.

However, a Black Propagandist often has many other enemies. These have sometimes gathered data.

The principles are that when the sub-terminals are located, they are investigated and counter-attacked. Then further investigation reveals closer terminals to the propagandist and these are attacked. In short, one investigates and attacks.

Always be ready to parley -- that is, have a conference and settle it. The arrogance of the Black Propagandist often forbids this. And when it does, it means longer and harder work and if well done, his downfall.

In any event, the attack is a long cycle, a complex cycle and often an expensive cycle. It consists of investigate and attack.

But remember, one must attack once he has any idea of the identity of the Black Propagandist or even his sub-terminals.

There is no other way out.

Any other course is death.

7. Continue to Fill the Vacuum.

Continuous good works and effective release of material about one's good works is vital especially in a Black Propaganda war.

One cannot just fight.

You are in effect advertising the other fellow when you expose him repeatedly. This gives you a new sort of vacuum. One becomes known as the fellow or company or nation that attacks _____. But who really is this fellow or company or nation?

Pamphlets, brochures, press releases, one's own newspaper and magazine, one's own contacts with opinion leaders, these and many more, must be supplied with A COMPREHENSIBLE IDENTITY OF SELF.

Distributing or using these one publicizes one's own good works.

And one must also do good works. One can't just dedicate his life to eradicating the enemy, even when that is tempting.

On the other hand, within the dictates of safety, one cannot hide continuously. One must, through his good works and actions at least, be visible.

So a continual truthful and artful torrent of public relations pieces must occur.

Then one day there is no enemy.

And one's repute is high.

There may be other attacks but now one can handle them as small fires and not as a whole burning forest.

WHAT IS ELACK PROPAGANDA?

You can see that Black Propaganda is a covert attack on the reputation of a person, company or nation using slander and lies in order to weaken or destroy.

Defense presupposes that the target is not that bad.

One does not have to be perfect to withstand such an attack, but it helps.

But even if one were perfect it would be no defense. Almost all the saints in history have been subjected to such attacks. And most of them died of it.

The answer is PR TECHNOLOGY SKILLFULLY APPLIED.

To be skillful in anything, one has to know it and be experienced in it and DO it.

As weary a task as it may seem to some, as heart-breaking as it can be, one still has to fight. And fight with tools and technology and dedication superior to that of the enemy.

But progressing and getting small gains, small penetrations, small little skirmishes and battles one at length comes up to victory after victory and at last wins the whole war.

One is saved.

L. RON HUBBARD
FOUNDER

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12 JANUARY 1973

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HCO POLICY LETTER OF 12 JANUARY 1973
SAME TITLE

PR Series 19

THE SAFE POINT

The following is taken from an LMI Briefing on the subject of PR Area Control, and adds to PR Series 18, HCO PL 21 Nov 72, Iss 1, "How to Handle Black Propaganda".

Under "Application" of Rule 1 (Fill the Vacuum) of PR Series 18, the instruction is given: "Get in a safe place and speak up."

It is necessary of course to have a safe place to get into, from which one can in safety speak up.

One cannot defend himself in a point that has no defences.

Without some consideration of security in the first place, any attempt at PR Area Control is folly.

Thus the Safe Point takes consideration over Active Defense.

One can be in the situation of attempting to sell and deliver a product or service and suddenly find it necessary to defend himself in the same place from attack. The attack can make the point dangerous to such a degree it becomes impossible to deliver from. One might even be forced to act from a totally hidden point.

Thus the Safe Point takes consideration over Active Defense but takes even greater consideration over delivery operations.

Where possible, PR Area Control makes the Point Safe for the production activity, before any production occurs.

When it is necessary to go into delivery operations without the prior step of making the Safe Point, a special unit must be set up and run at full steam to make a Safe Point and gain viable PR Area Control over all publics in the area.

PREPARING THE SAFE POINT

You cannot operate without a base to operate from. You cannot deliver without somewhere to deliver it. You cannot sell what you cannot deliver.

The optimum action is to send a PR Area Control team to the area you want to operate in, and have it establish PR Area Control first.

A new group or Company should be established first as a Safe Point and then as an Operating Point.

There is a formula here just a hair lower than Non-Existence: "Find a Point from which to put out a Comm Line."

The PR Area Control action in a new area can go so far as to create in the area a whole past and future track for the activity being established. It can make it sound old-established, stable, reliable, expert, productive, and with continuing expansion before it - when the delivery activity arrives and gets into operation.

Everything that accompanies an actually delivering unit is put there: Except the delivery. With established PR Area Control, delivery is put in, without a ripple, and it is all perfectly natural and acceptable.

BASIC ESSENTIALS

The most important action to undertake when going about making a Safe Point is to carefully and painstakingly find out who exactly are the top dogs in the area in financial and political circles, and their associates and connections, and to what each one is hostile.

One must learn carefully his Ps and Qs with regard to these people and take care not to step on their toes. Otherwise one can get tromped on hard, and will. This data must be learned and USED.

Without a Safe Point established as above, it is a waste of time to rush into dealings with a government or to promise them anything. It is too easy to step on hostile toes and to arouse suspicion of you or make you difficult to account for.

To maintain your Safe Point when you have started delivery, it is vital that you be able to detect the SP-PTS characters on your delivery lines and HANDLE him, be he high or low in station, and get him out of the road. One such person acting against you in the midst of your Safe Point can undermine it totally.

One of the reasons for this is that violations of Study Tech in a person's education can turn him into a seething mass of NPC. This is very easily stirred up by an SP or PTS, and at the slightest chance he will do so. A whole class can explode like a powder-keg, and with it the safety of your delivery point and its whole PR Area Control.

Thus SP-PTS Tech comes into its own as a basic tool of PR Area Control for the operating activity. Delivery of excellent results is of course a vital necessity in any activity, no matter what the degree of PR Area Control, once it is established.

BPL 12.1.73

- 3 -

Follow this procedure to make a Safe Point, and the Rules of PR Series 18 to make it Safer.

But make it Safe first.

CS PR Area Control Aide
and

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Approved by the
Commodore's Staff Aides

and the
Board of Issues

for the
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GO 121569 MSH (3)

December 15, 1969

To: All D/A/Guardians for Intelligence

PROGRAMME: INTELLIGENCE: DEAD AGENT

OBSERVATION: Enemy agents work by feeding false reports to officials, newspapers, etc. Someone who feeds false reports is called a Dead Agent, because when the enemy finds his reports are false, they shoot him. Dead Agent-type files on Scientology and Scientologists have been built up by the method of getting false, scandalous stories printed or reports made and, we presume, gradually collecting these into a fat file or dossier which when presented to newspaper editors or owners, governmental inquiries, police officials or government officials make them very suspicious of us, at best.

To counteract and nullify such tactics, we have to be sure that we know and have a full file of such reports, newspaper articles, etc. filed on ourselves and we have to ensure that such are corrected with the presentation of all evidence and documents to the contrary. Having such in our files, we can further use such in advance to any official we wish to protect from being third-partied. It is possible to do this latter because a) it is quite real to many people that newspapers print lies, b) many scurrilous stories all compiled together will have an incredible and laughable aspect, and c) the fact that we ourselves present these stories and the correcting evidence first invalidates it.

MAJOR TARGET: To find and correct all third-party, dead agent-type actions against Scientology and Scientologists and to have such available for use as necessary, to protect ourselves from any future activities of this nature.

PRIMARY TARGETS:

1. To assign secure personnel to this programme.
2. To get these personnel checked out on the programme.
3. To have these personnel listen to the LHM tape of Nov. 2, 1969 on Covert Operations and read the confidential report on Intelligence Actions, Covert Intelligence of December 2, 1969.
4. To assign space for them to assemble the programme.

VITAL TARGETS:

1. To compile files by xerox of all such newspaper articles and reports and assemble these for your area and by sources -- i.e., names of newspapers, names of TV stations or radio stations, government agencies, etc.

2. To assemble a file of all evidence and documents which refute the lies and half-truths given by each above.
3. To assemble a presentable file of true evidence on Scientology, particularly its popularity, success, and applicability to industry and economic benefits.

OPERATING TARGETS:

1. To each and every newspaper send a packet containing xeroxes of all false articles they have ever published on us, all evidence and documents which refute and correct all such lies and half-truths in these articles and a letter to their Editor requesting that this information be placed in their newspaper morgue so that any future articles will contain true information.
2. To do the same as Operating Target No. 1 for all TV stations.
3. To do the same as Operating Target No. 1 for all radio stations.
4. To do the same as Operating Target No. 1 for all government agencies who have in their files false reports, like the Home Office UK.
5. To have the D/A/Guardian sign all such letters and inspect all such packets before they are mailed in order to ensure their correctness.
6. To have in each major organization a file of all that applies as in Operating Targets No., 2, 3 and 4 and a packet of materials as given in Vital Target No. 3 for use in preventing any third-party activity. Such files can be used by FRC in their many activities.
7. To continue this action with regard to any and all future false reports made or published on Scientology.

INFORMATION: If proper intelligence files have been kept, it should be quite easy to xerox all newspaper clippings in your area. If not, you can always make a search and obtain copies from any newspaper morgue in your area.

You want to be alert to ALL lies and half-truths so carefully study the article or report in order to catch them.

As to evidence, you have quotes from books, quotes from policy letters (do not reveal any confidential information), the Code of Reform, etc. Look at each lie and half-truth you have isolated and think of what you can produce in refutation and do so.

I will be sending materials via The Guardian NW which can be used in Vital Target No. 3.

DEFINITION TARGET: Three months to completion and compliance to be reported by all D/A/Guardians to The Guardian NW.

GUARDIAN ORDER

GO 123071 LRM2

30 DECEMBER 1971.

DEAD AGENT

ADDITIONAL PROJECT

SITUATION: The GO had a project dead agenting the morgue files of papers and governments.

The mailing list and possibly project personnel still exist.

These files in papers and governments should be brought up to date with selected issues.

WHY: There have been notable wins such as FDA and ban lift and LRM press statement and other press reflect these.

PRIMARY:

1. Collect up the project personnel or reinforce.
2. Provide with space.
3. Provide with duplication facilities that get excellent black and white copies.

VITAL:

1. Collect up old mailing lists of these morgues and police files over the world.
2. Estimate number of packets that will be required.
3. Select the most telling least enthrall press.
4. Assembly line duplication.
5. Label so that the material arrives in the morgue file at the paper or agency.
6. Print up a slip worded to state that Dianetics Scientology and LRM have been subjected to black propaganda attacks for 21 years and that counterfeit materials were often distributed. This situation is resolving and Dianetics Scientology and LRM have been cleared now by various governments. That in the future for accurate information communicate with (give name and address).
7. Address the envelopes or wrappers.
8. Stuff the packet with its cover note as in 6.
9. Mail.
10. Put all lists in order for future use and reference.
11. Wind up project.

LRM.